

MPI Coupon & Sampling

February 20, 1996



Ms. Karen Marryshow, Media Coordinator
Philip Morris USA

FSI INFO AS YOU REQUESTED

Option #1 - Philip Morris supplies the Insert

List #1 (Circulation: 2,180,100)

- a) 4/color one-page, printed on two sides: Fee is \$98,105 (\$45/M)
- b) 4/color spread, printed on two sides: Fee is \$109,005 (\$50/M)

List #2 (Circulation: 2,036,000)

- a) 4/color one-page, printed on two sides: Fee is \$91,620 (\$45/M)
- b) 4/color spread, printed on two sides: Fee is \$101,800 (\$50/M)

Option #2 - MPI prints the Insert

List #1 (Circulation: 2,180,100)

- a) 4/color one-page, printed on two sides: Fee is \$130,806 (\$60/M)
- b) 4/color spread, printed on two sides: Fee is \$147,157 (\$67.50/M)

List #2 (Circulation: 2,036,000)

- a) 4/color one-page, printed on two sides: Fee is \$122,160 (\$60/M)
- b) 4/color spread, printed on two sides: Fee is \$137,430 (\$67.50/M)

Markets	Newspaper Circulation	List		No. of Newspapers
		#1	#2	
Alabama	39,000	X	X	4
California	633,500	X	X	16
Florida	263,000	X	X	13
Georgia	364,000		X	11
Illinois	354,000		X	8
Louisiana (N.O.)	29,000		X	2
Maryland	20,000	X		2
Mississippi	26,000	X		1
Missouri	56,000		X	2
New York	532,000	X		10
North Carolina	13,000	X		2
South Carolina	183,500	X		4
Tennessee	111,600	X		6
Texas	250,500	X	X	13
Virginia	108,000	X		5
Washington, D.C.	47,000		X	2
Total	3,030M	2,180M	2,036M	101

Assumptions: Full Page Ad Size or Spread as shown on attached FSI specifications sheet.

Thanks for your request. Please let me know what else we can do for you. Enjoy Life!

Darryl L. Mobley

c: Ray Brown, Adv. Experti

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